

# Text as Data

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October 16th, 2014

# Programming $\rightsquigarrow$ It Just Takes Time



# Unigram Language Model

## 1) Task:

- Summarize a document's content
- Building block for many other models

## 2) Objective function $\rightsquigarrow$ Posterior distributions

- Dirichlet-multinomial distribution
- Logistic-normal distribution

## 3) Optimization

- Maximum a Posteriori (MAP) values  $\rightsquigarrow$  parameters that maximize the posterior
- Use special properties

## 4) Validation

- Overall: is our model distilling interesting information?

# Building Models vs Algorithms

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We will often use statistics, because:

- 1) Clarity of assumptions



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Probability model  $\rightsquigarrow$  form basis of statistical approaches

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- **Improbable model of language creation**
- Complex dependency structure of text
- Improbable  $\neq$  useless

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$$\mathbf{X}_i \sim \text{Categorical}(\boldsymbol{\theta})$$

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# Unigram Model of Language

$$\begin{aligned} p(\mathbf{x}_i | \boldsymbol{\theta}) &= \prod_{j=1}^3 \theta_j^{x_{ij}} \\ \mathbf{X}_i &\sim \text{Multinomial}(1, \boldsymbol{\theta}) \\ E[x_{ij}] &= \theta_j \end{aligned}$$

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$$\mathbf{X}_i \sim \text{Multinomial}(1, \boldsymbol{\theta})$$

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$$\text{Var}(X_{ij}) = \theta_j(1 - \theta_j)$$

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$$E[x_{ij}] = \theta_j$$

$$\text{Var}(X_{ij}) = \theta_j(1 - \theta_j)$$

$$\text{Cov}(X_{ij}, x_{ik}) = -\theta_j\theta_k$$

# Unigram Model of Language

Suppose we make  $N$  independent draws:

$$\mathbf{x}_i \sim \text{Multinomial}(1, \boldsymbol{\theta})$$

Then:

$$\begin{aligned}\mathbf{x} &= \sum_{i=1}^N \mathbf{x}_i \\ &= \left( \sum_{i=1}^N X_{i1}, \sum_{i=1}^N X_{i2}, \sum_{i=1}^N X_{i3} \right)\end{aligned}$$

$$\mathbf{x} \sim \text{Multinomial}(N, \boldsymbol{\theta})$$

$$p(\mathbf{x}|\boldsymbol{\theta}) \propto \prod_{j=1}^3 \theta_j^{x_j}$$

# Unigram Model of Language

Obtaining maximum-likelihood estimates:

$$\mathcal{L}(\boldsymbol{\theta}|\mathbf{x}) \propto \prod_{j=1}^3 \theta_j^{x_j}$$

$$\log \mathcal{L}(\boldsymbol{\theta}|\mathbf{x}) = \sum_{j=1}^3 x_j \log \theta_j + c$$

Include constraint that  $\sum_{j=1}^3 \theta_j = 1$

$$\log \mathcal{L}(\boldsymbol{\theta}|\mathbf{x}) = \sum_{j=1}^3 x_j \log \theta_j + \lambda \left( \sum_{j=1}^3 \theta_j - 1 \right) + c$$

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$$\frac{\partial \log \mathcal{L}(\boldsymbol{\theta}|\mathbf{x})}{\partial \theta_1} = \frac{x_1}{\theta_1} + \lambda$$

$$\frac{\partial \log \mathcal{L}(\boldsymbol{\theta}|\mathbf{x})}{\partial \theta_2} = \frac{x_2}{\theta_2} + \lambda$$

$$\frac{\partial \log \mathcal{L}(\boldsymbol{\theta}|\mathbf{x})}{\partial \theta_3} = \frac{x_3}{\theta_3} + \lambda$$

$$\frac{\partial \log \mathcal{L}(\boldsymbol{\theta}|\mathbf{x})}{\partial \lambda} = \sum_{j=1}^3 \theta_j - 1$$



# Unigram Model of Language

$$0 = \frac{x_1}{\theta_1^*} + \lambda^*$$

$$0 = \frac{x_2}{\theta_2^*} + \lambda^*$$

$$0 = \frac{x_3}{\theta_3^*} + \lambda^*$$

$$0 = \sum_{j=1}^3 \theta_j^* - 1$$

# Unigram Model of Language

$$\begin{aligned}\theta_1^* &= \frac{x_1}{x_1 + x_2 + x_3} \\ \theta_2^* &= \frac{x_2}{x_1 + x_2 + x_3} \\ \theta_3^* &= \frac{x_3}{x_1 + x_2 + x_3}\end{aligned}$$

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Maximum likelihood estimates  $\rightsquigarrow$  Rates words are used

# Unigram Model of Language

$$p(\mathbf{x}|\boldsymbol{\theta}) \propto \prod_{j=1}^3 \theta_j^{x_j}$$

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- $\sum_{j=1}^3 \theta_j = 1$
- $\theta_j \geq 0$

# Unigram Model of Language

$$p(\mathbf{x}|\boldsymbol{\theta}) \propto \prod_{j=1}^3 \theta_j^{x_j}$$

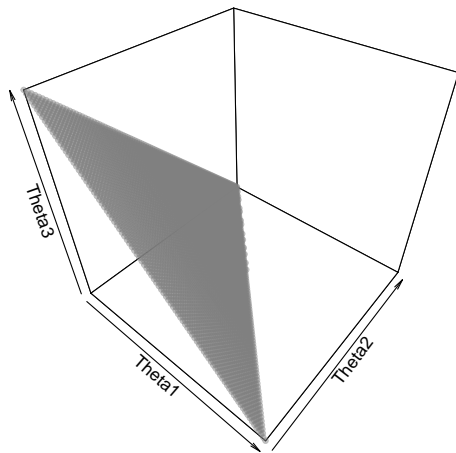
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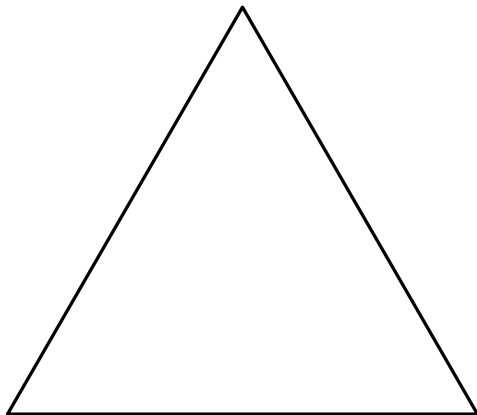
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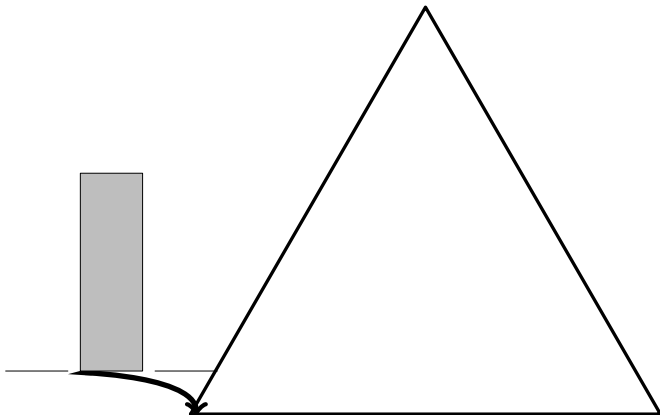
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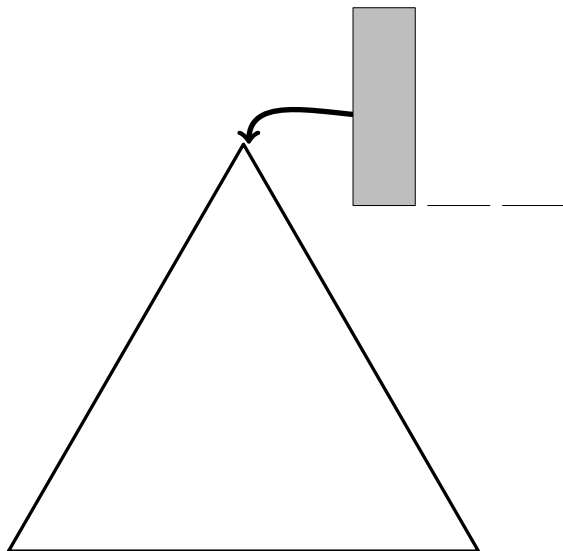
$\boldsymbol{\theta} \in \Delta^2$  (2-dimensional simplex )

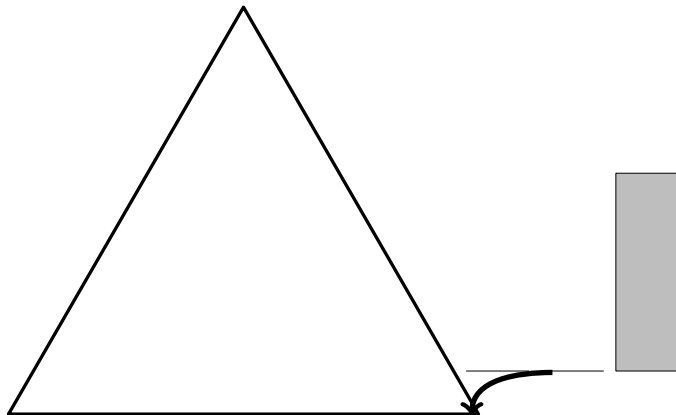


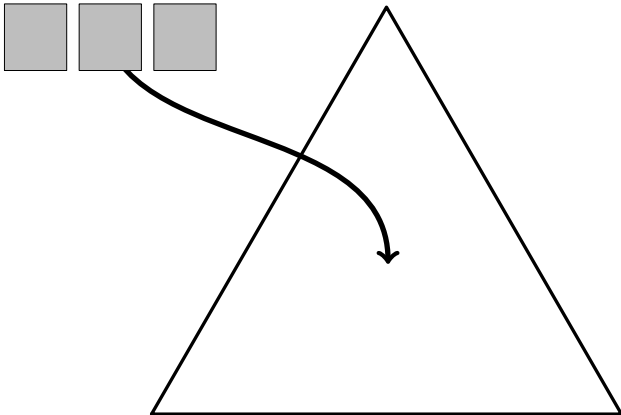












# Unigram Model of Language

Suppose we have several speakers (authors/clusters/topics/categories/ ...)  
Speaker  $i$  produces document  $\mathbf{x}_i$ ,

$$\mathbf{x}_i \sim \text{Multinomial}(N_i, \theta_i)$$

where  $\theta_i \rightsquigarrow$  Speaker specific word rates

Build hierarchical model:

$$\theta_i \sim \text{Distribution on Simplex}$$

# Hierarchical Models as a Modeling Paradigm

## Why Build a Hierarchical Model?

- 1) Borrow strength across documents  $\rightsquigarrow$  Improved and granular inferences
- 2) Shrink estimates  $\rightsquigarrow$  regularization
- 3) Incorporate further covariate information
  - i) Author
  - ii) Time
  - iii) ...
- 3) Learn additional structure
  - i) Hierarchies of word rates
  - ii) Clusters of similar word rates
  - iii) Low dimensional approximations of word rates
- 4) Encodes complicated dependencies between documents/speakers



# Dirichlet-Multinomial Unigram Language Model

For  $N$  observations we observe a 3-element long count vector

$$\mathbf{x}_i = (x_{i1}, x_{i2}, x_{i3})$$

Where  $N_i = \sum_{j=1}^3 x_{ij}$  .

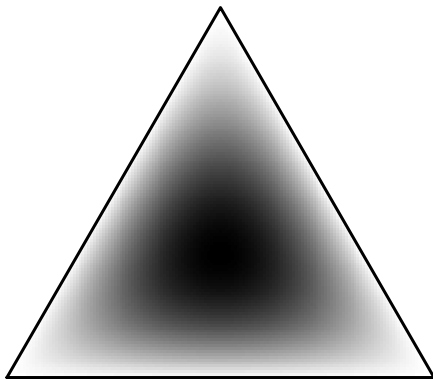
Suppose

$$\boldsymbol{\theta}_i \sim \text{Dirichlet}(\boldsymbol{\alpha})$$

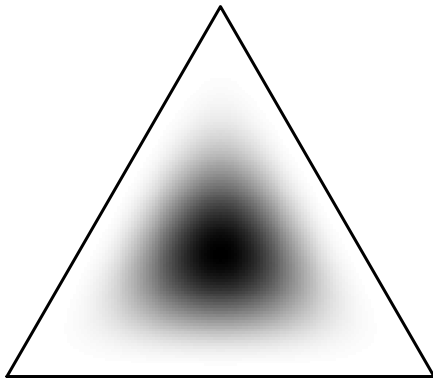
$$\mathbf{x}_i | \boldsymbol{\theta}_i \sim \text{Multinomial}(N_i, \boldsymbol{\theta}_i)$$

- Dirichlet distribution  $\rightsquigarrow$  assumption about **population** of word rates
- $\boldsymbol{\alpha} = (\alpha_1, \alpha_2, \alpha_3)$  describes population use of words and variation
- **Just one distribution simplex**

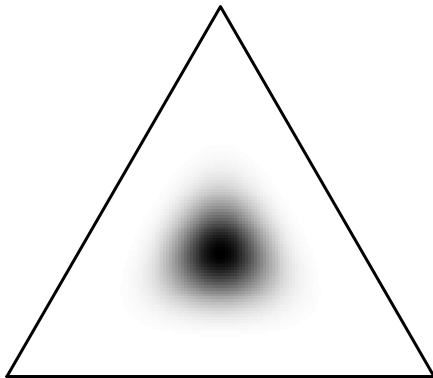
**alpha = 2,2,2**



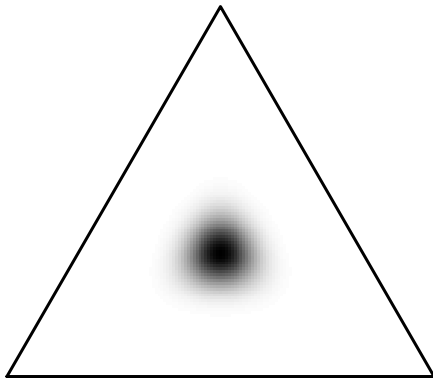
$\alpha = 4,4,4$



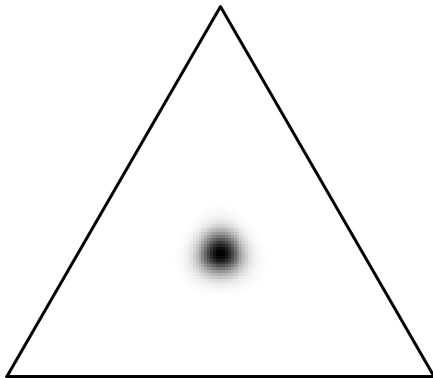
**alpha = 10,10,10**



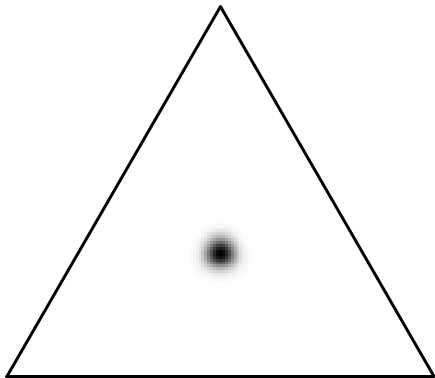
**alpha = 20,20,20**



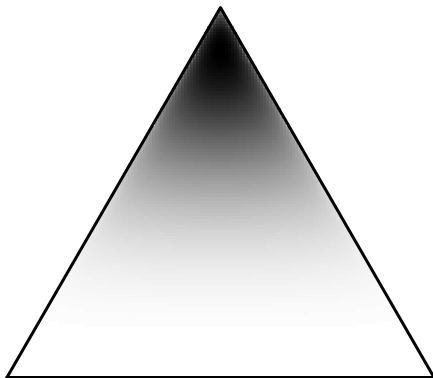
**alpha = 50,50,50**



**alpha = 100,100,100**

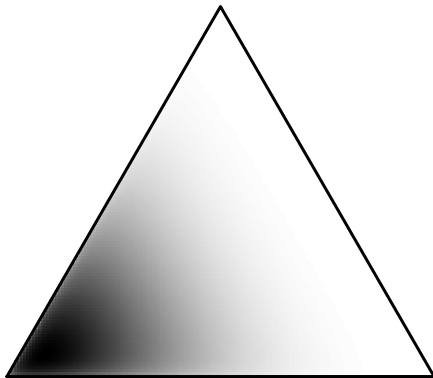


$\alpha = 4, 1.2, 1.2$

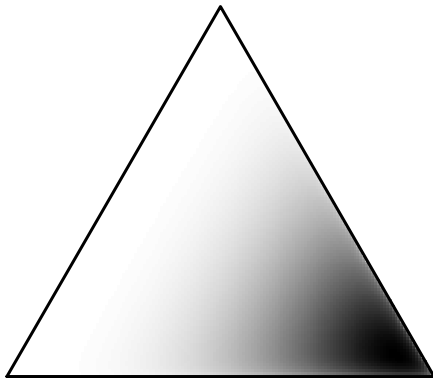




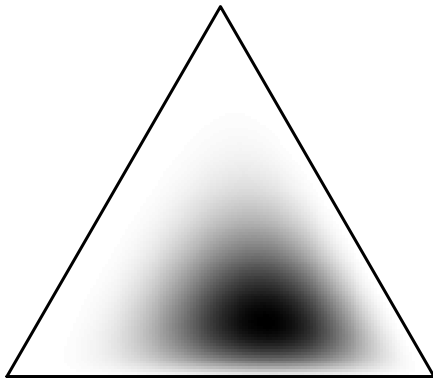
$\alpha = 1.2, 4, 1.2$



**alpha = 1.2,1.2,4**



$\alpha = 2.04, 3.24, 4.72$



# Dirichlet Distribution

Suppose

$$\theta_i \sim \text{Dirichlet}(\alpha)$$

Then,

$$p(\theta|\alpha) = \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \prod_{j=1}^3 \theta_{ij}^{\alpha_j-1}$$

- If  $\alpha = (1, 1, 1)$  **Uniform distribution**

# Dirichlet Distribution

## - Important Facts

$$\begin{aligned}E[\theta_i] &= \left( \frac{\alpha_1}{\sum_{j=1}^3 \alpha_j}, \frac{\alpha_2}{\sum_{j=1}^3 \alpha_j}, \frac{\alpha_3}{\sum_{j=1}^3 \alpha_j} \right) \\ \text{var}(\theta_{ij}) &= \frac{\alpha_i \left( \sum_{j=1}^3 \alpha_j - \alpha_i \right)}{\left( \sum_{j=1}^3 \alpha_j \right)^2 \left( \sum_{j=1}^3 \alpha_j + 1 \right)} \\ \text{cov}(\theta_{ik}, \theta_{ij}) &= \frac{-\alpha_k \alpha_j}{\left( \sum_{j=1}^3 \alpha_j \right)^2 \left( \sum_{j=1}^3 \alpha_j + 1 \right)} \\ \text{Mode}(\theta_j) &= \frac{\alpha_j - 1}{\sum_{k=1}^3 \alpha_k - 3}\end{aligned}$$

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# Dirichlet-Multinomial Unigram Model of Language

$$\begin{aligned}\boldsymbol{\theta}_i &\sim \text{Dirichlet}(\boldsymbol{\alpha}) \\ \mathbf{x}_i | \boldsymbol{\theta}_i &\sim \text{Multinomial}(N_i, \boldsymbol{\theta}_i)\end{aligned}$$

$$\begin{aligned}p(\boldsymbol{\theta}_i | \boldsymbol{\alpha}, \mathbf{x}_i) &\propto p(\boldsymbol{\theta}_i | \boldsymbol{\alpha}) p(\mathbf{x}_i | \boldsymbol{\theta}_i) \\ &\propto \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \prod_{j=1}^3 \theta_j^{\alpha_j - 1} \prod_{j=1}^3 \theta_{ij}^{x_{ij}}\end{aligned}$$



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# Dirichlet-Multinomial Unigram Model of Language

$$\begin{aligned}\theta_i | \alpha, \mathbf{x}_i &\sim \text{Dirichlet}(\alpha + \mathbf{x}) \\ \mathbb{E}[\theta_{ij} | \alpha, \mathbf{x}_i] &= \frac{\alpha_j + x_{ij}}{\sum_{j=1}^3 (x_{ij} + \alpha_j)}\end{aligned}$$

- $\alpha_j \rightsquigarrow$  “pseudo” data that smooth the estimates toward  $\frac{\alpha_j}{\alpha_1 + \alpha_2 + \alpha_3}$
- as  $N_i \rightarrow \infty$  data  $(\mathbf{x}_i)$  **overwhelm**  $\alpha$

# Dirichlet-Multinomial Unigram Model of Language

Data generation process suggests new probability mass function for  $\mathbf{x}_i \rightsquigarrow$   
marginalize over  $\boldsymbol{\theta}$

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$$\begin{aligned}
p(\mathbf{x}_i | \boldsymbol{\alpha}) &= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \underbrace{\int_{\Delta^2} \prod_{j=1}^3 \theta_{ij}^{x_{ij}} \theta_{ij}^{\alpha_j - 1} d\boldsymbol{\theta}}_{\text{Dirichlet Kernel}} \\
&= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \frac{\prod_{j=1}^3 \Gamma(x_{ij} + \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))}
\end{aligned}$$

$$\begin{aligned}
p(\mathbf{x}_i | \boldsymbol{\alpha}) &= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \underbrace{\int_{\Delta^2} \prod_{j=1}^3 \theta_{ij}^{x_{ij}} \theta_{ij}^{\alpha_j - 1} d\boldsymbol{\theta}}_{\text{Dirichlet Kernel}} \\
&= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \frac{\prod_{j=1}^3 \Gamma(x_{ij} + \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))} \\
&= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))} \prod_{j=1}^3 \frac{\Gamma(x_{ij} + \alpha_j)}{\Gamma(\alpha_j)}
\end{aligned}$$

$$\begin{aligned}
p(\mathbf{x}_i | \boldsymbol{\alpha}) &= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \underbrace{\int_{\Delta^2} \prod_{j=1}^3 \theta_{ij}^{x_{ij}} \theta_{ij}^{\alpha_j - 1} d\boldsymbol{\theta}}_{\text{Dirichlet Kernel}} \\
&= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \frac{\prod_{j=1}^3 \Gamma(x_{ij} + \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))} \\
&= \binom{N_i}{n_1! n_2! n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))} \prod_{j=1}^3 \frac{\Gamma(x_{ij} + \alpha_j)}{\Gamma(\alpha_j)}
\end{aligned}$$

Has some intuitive properties

$$\begin{aligned}
p(\mathbf{x}_i|\boldsymbol{\alpha}) &= \binom{N_i}{n_1!n_2!n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \underbrace{\int_{\Delta^2} \prod_{j=1}^3 \theta_{ij}^{x_{ij}} \theta_{ij}^{\alpha_j-1} d\boldsymbol{\theta}}_{\text{Dirichlet Kernel}} \\
&= \binom{N_i}{n_1!n_2!n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\prod_{j=1}^3 \Gamma(\alpha_j)} \frac{\prod_{j=1}^3 \Gamma(x_{ij} + \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))} \\
&= \binom{N_i}{n_1!n_2!n_3!} \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))} \prod_{j=1}^3 \frac{\Gamma(x_{ij} + \alpha_j)}{\Gamma(\alpha_j)}
\end{aligned}$$

Has some intuitive properties

$$E[X_{ij}] = N \frac{\alpha_j}{\sum_{k=1}^3 \alpha_k}$$

# Dirichlet-Multinomial Unigram Model

We can also generate a predictive distribution  $\rightsquigarrow$  probability next word is  $j$

$$\begin{aligned}P(\tilde{x} = 1 | \mathbf{x}_i, \boldsymbol{\alpha}) &= \int_{\Delta^2} p(\tilde{x} = 1 | \boldsymbol{\theta}) p(\boldsymbol{\theta} | \boldsymbol{\alpha}, \mathbf{x}_i) d\boldsymbol{\theta} \\&= \int_{\Delta^2} \theta_j \text{Dir}(\boldsymbol{\theta} | \mathbf{x}_i + \boldsymbol{\alpha}) d\boldsymbol{\theta} \\&= \frac{x_{ij} + \alpha_j}{\sum_{j=1}^3 (x_{ij} + \alpha_j)}\end{aligned}$$

# Dirichlet-Multinomial Unigram Model

Where does  $\alpha$  come from?

Extend the model  $\rightsquigarrow$  **infer** it

$$\alpha_j \sim \text{Gamma}(0.25, 1)$$

$$\theta_i | \alpha \sim \text{Dirichlet}(\theta_i)$$

$$\mathbf{x}_i | \theta_i \sim \text{Multinomial}(N_i, \theta_i)$$

# Dirichlet-Multinomial Unigram Model

Which yields

$$\begin{aligned} p(\boldsymbol{\theta}, \boldsymbol{\alpha} | \mathbf{X}) &\propto p(\boldsymbol{\alpha}) \prod_{i=1}^N p(\boldsymbol{\theta}_i | \boldsymbol{\alpha}) p(\mathbf{x}_i | \boldsymbol{\alpha}) \\ p(\boldsymbol{\alpha} | \mathbf{X}) &= \int_{\Delta^2} p(\boldsymbol{\theta}, \boldsymbol{\alpha} | \mathbf{X}) d\boldsymbol{\theta} \\ &\propto p(\boldsymbol{\alpha}) \prod_{i=1}^N \int_{\Delta^2} p(\boldsymbol{\theta}_i | \boldsymbol{\alpha}) p(\mathbf{x}_i | \boldsymbol{\alpha}) d\boldsymbol{\theta} \\ &\propto \prod_{j=1}^3 4 \exp(-4\alpha_j) \times \prod_{i=1}^N \left[ \frac{\Gamma(\sum_{j=1}^3 \alpha_j)}{\Gamma(\sum_{j=1}^3 (x_{ij} + \alpha_j))} \times \prod_{j=1}^3 \frac{\Gamma(x_{ij} + \alpha_j)}{\Gamma(\alpha_j)} \right] \end{aligned}$$



# Unigram Model of Language

Suppose  $\mathbf{x}_i = (x_{i1}, x_{i2}, \dots, x_{iJ})$

- $x_{ij}$  = Number of times word  $j$  occurs in document  $i$ .
- $N_i = \sum_{j=1}^J x_{ij}$  total number of words in document  $i$

Assume a generation process

$$\mathbf{x}_i \sim \text{Multinomial}(N_i, \boldsymbol{\theta})$$

$$\boldsymbol{\theta} = (\theta_1, \theta_2, \dots, \theta_J)$$

$$p(\mathbf{x}_i | \boldsymbol{\theta}) \propto \prod_{j=1}^J \theta_j^{x_{ij}}$$

# Alternative Priors on the Simplex

## Dirichlet distribution

- Imposes specific form on variance
- Imposes negative correlation between all components.
- We might expect some word rates to positively covary.

Alternative  $\rightsquigarrow$  **Logistic-Normal** distribution

# Logistic-Normal Distribution

Suppose  $\mathbf{x}_i = (x_{i1}, x_{i2}, x_{i3})$ .

Define:

$$\mathbf{y}_i = \left( \log \left( \frac{x_{i1}}{x_{i3}} \right), \log \left( \frac{x_{i2}}{x_{i3}} \right) \right)$$

$$\mathbf{y}_i \sim \text{Normal}(\boldsymbol{\mu}, \boldsymbol{\Sigma})$$

$$\boldsymbol{\mu} = (\mu_1, \mu_2)$$

$$\boldsymbol{\Sigma} = \begin{pmatrix} \sigma_1^2 & \text{cov}(y_{i1}, y_{i2}) \\ \text{cov}(y_{i1}, y_{i2}) & \sigma_2^2 \end{pmatrix}$$

# Logistic-Normal Distribution

To get back original data apply:

$$x_{i1} = \left( \frac{\exp(y_{i1})}{\exp(y_{i1}) + \exp(y_{i2}) + 1} \right)$$

$$x_{i2} = \left( \frac{\exp(y_{i2})}{\exp(y_{i1}) + \exp(y_{i2}) + 1} \right)$$

$$x_{i3} = \left( \frac{1}{\exp(y_{i1}) + \exp(y_{i2}) + 1} \right)$$

$$\mathbf{x}_i = g(\mathbf{y}_i)$$

# Logistic-Normal Distribution

An alternative hierarchical model:

$$\boldsymbol{\eta}_i \sim \text{MVN}(\boldsymbol{\mu}, \boldsymbol{\Sigma})$$

$$\boldsymbol{\theta}_i = g(\boldsymbol{\eta}_i)$$

$$\mathbf{x}_i \sim \text{Multinomial}(N_i, \boldsymbol{\theta}_i)$$

Widely used:

- Correlated models
- Natural way to encode **regressions** in prior

Next week: clustering!